

5 CHALLENGES FOR EMERGENCY RESPONSE

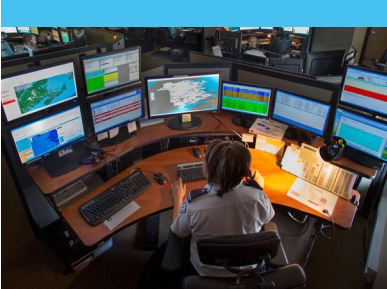


MULTIPLE JURISDICTIONS (CITIES, COUNTIES, STATES) CAN SHARE A SINGLE NOTIFICATION SYSTEM TO ADDRESS SOME OF THE MOST CRITICAL CHALLENGES FACING EMERGENCY MANAGEMENT.



CHALLENGE: AFFORDING A NOTIFICATION SYSTEM THAT COVERS ALL RESIDENTS.

Solution: A multi-jurisdictional notification deployment covers more people relative to cost; as the number of residents grows, the per-resident cost decreases. This is especially relevant to those districts/counties/municipalities (you could maybe say communities here, but that might be too vague) who may not have the resources to purchase a notification system independently, even though the lack of an ENS system could exacerbate the harm from man-made and natural disasters.



CHALLENGE: ESTABLISH ACCURATE SITUATIONAL INTELLIGENCE DURING AN EMERGENCY.

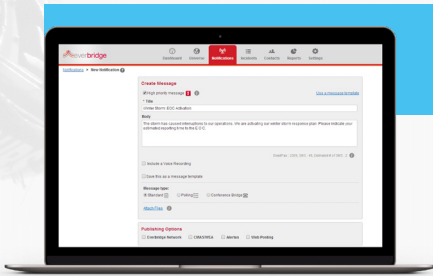
Solution: When data from social streams, weather information, and other situational intelligence are integrated into a shared notification system, it ensures that responders at all levels are viewing the same raw data. The messages being sent to both internal staff and external residents can be viewed by responders in other jurisdictions, which is critical in coordinating mitigation activities.



CHALLENGE: MAINTAINING A DATABASE OF RESIDENT CONTACT INFO AS LANDLINE USAGE DECREASES.

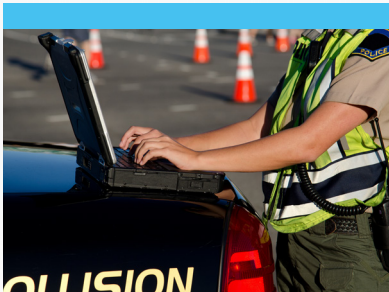
Solution: The uniformity of a joint system allows for residents to opt-in to messages can help simplify the sign-up process and increase confidence and trust in the institutions behind the messaging.

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CHALLENGE: SENDING ERROR-FREE MESSAGES.

Solution: Multiple systems being used by multiple groups requires different trainings. A multi-jurisdictional notification system streamlines training to a single system of use, ensuring policies and procedures are more closely followed. Increasing overall system knowledge in and across organizations encourages quality.



CHALLENGE: REQUESTING MUTUAL AID.

Solution: Local governments retain authority while neighboring jurisdictions have system access and expertise to send notifications on their behalf when needed.



For more information on implementation, success stories, and funding, download our ebook:

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